

Exhibit D

Innovations For Mobile Content Distribution



Quick Facts: Company Information

- An Ohio incorporation, incorporated in 2011
- Offices
 - 1275 Kinnear Rd., Columbus, Ohio
 - 1045A Linda Vista Ave., Mountain View, CA, 94043
 - 12 Suliman Abaza St, Mohandseen, Giza, Egypt (Dev Office: 16 developers)
- **Major Investors and Stakeholders**
 - Ohio Tech Angel Fund (OTAF)
 - Tech Columbus (TC)
 - Ohio State University
 - Alta Ventures (Mexico)

OHIO Tech Angels

TECH
COLUMBUS

ALTA
VENTURES MEXICO®

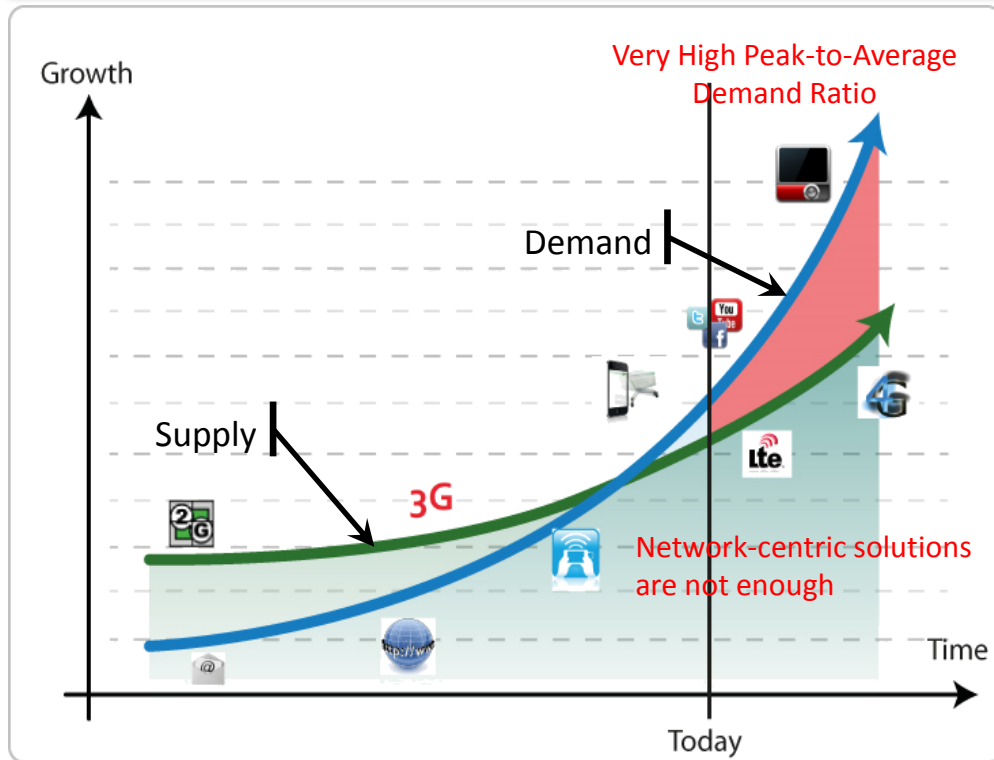


Quick Facts: Company Purpose

inmobly delivers an innovative mobile multimedia platform integrating networks, handsets and content.



The Bandwidth Crunch



54%
While lying in bed



24%
While driving



30%
During a meal with others



9%
During services at a house of worship



39%
While using the bathroom

Users are “always on,” “always connected”

The average user consumes 7.2 hours of media daily

Mobile devices represent 27% of this time

5G will not cut-it, New Paradigm for content delivery required

Everyone is Impacted



Peter & Mary share a data plan with teen daughter Sarah

Sarah loves music & video

Data overages are tough on the budget



Diane flies often for business
News, sometimes Hulu

Poor connections when travelling,
Limited content available offline

San Francisco

Columbus

New York



Jack takes the subway to work
Sports highlights, streaming music
Buffering delays, data overages

Carriers, Content providers and Users are all losing

Industrial Ecosystem



Network Centric Solutions (5G) will not cut it

Data Throttling is annoying

Wi-Fi hunt for your smart phones is an art

Network Caching not optimized for the last mile

Data Management not adequate for video traffic



"There are certain pockets where we're absolutely going to experience that down tick from the LTE network down to 3G because of capacity constraints." Verizon CFO Fran Shammo

Development in the Industry

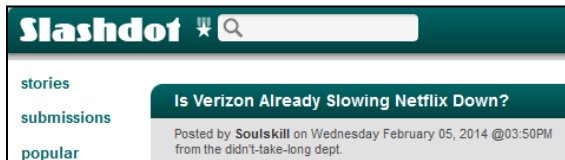
“Mobile Data Congestion already a Reality” (Top 10 Tech Predictions for 2015: CEO CyberFlow)

at&t / mobile broadband / netflix

AT&T launches “Sponsored Data,”
inviting content providers to pay
consumers’ mobile data bills

Carriers introducing "Sponsored Data"

Carriers Move to work closer with content



Carriers Slowing down heavy traffic

Focus on Emerging Markets

Facebook's window to emerging markets:
mobile

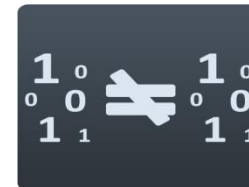
COMMENT f SHARE t Tweet Justin Lafferty • Feb 17th, 2014 Advertising, Facebook, Featured, Mobile

Mobile Aware Content Delivery



Bridge between content and mobile networks

All bits are not created equal



Streaming is over-rated

Peace of mind by avoiding overage charges



Can we get users

CONTENT BEFORE DEMAND ??



Video Now technology is a Win-Win-Win



Predict



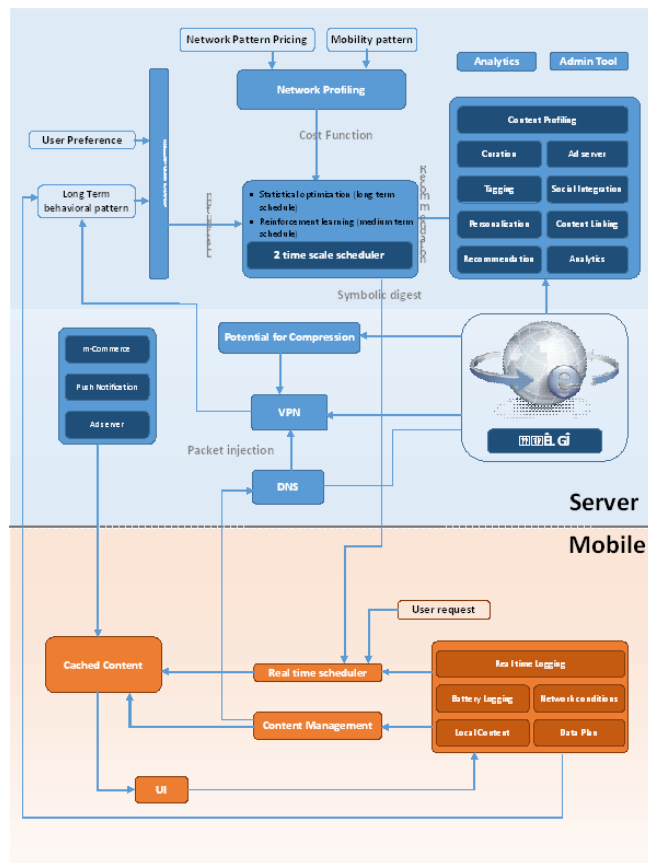
Cache



Serve

One technology, many possibilities

System Overview



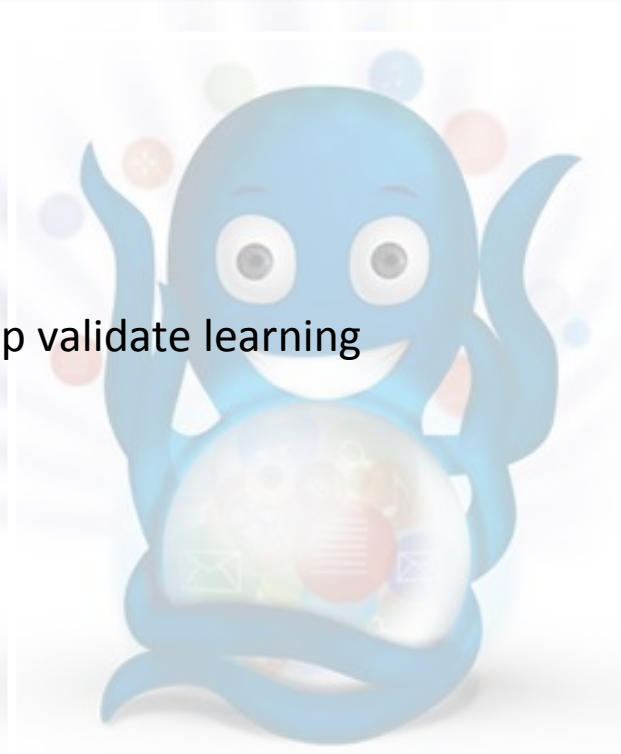
Predict: Cloud Backend

- Profiling
- Traffic Routing (VPN architecture)
- Smart Scheduling



Profiling

- Statistical User profiling
 - Logs (Connectivity/Consumption/UI)
 - User preferences
 - Content tags and metadata
 - Interactive learning: Engaging users to help validate learning
- Network Profiling
 - Logs of connectivity (3G/Wi-Fi)
- Statistical Content Profiling
 - Variability of content

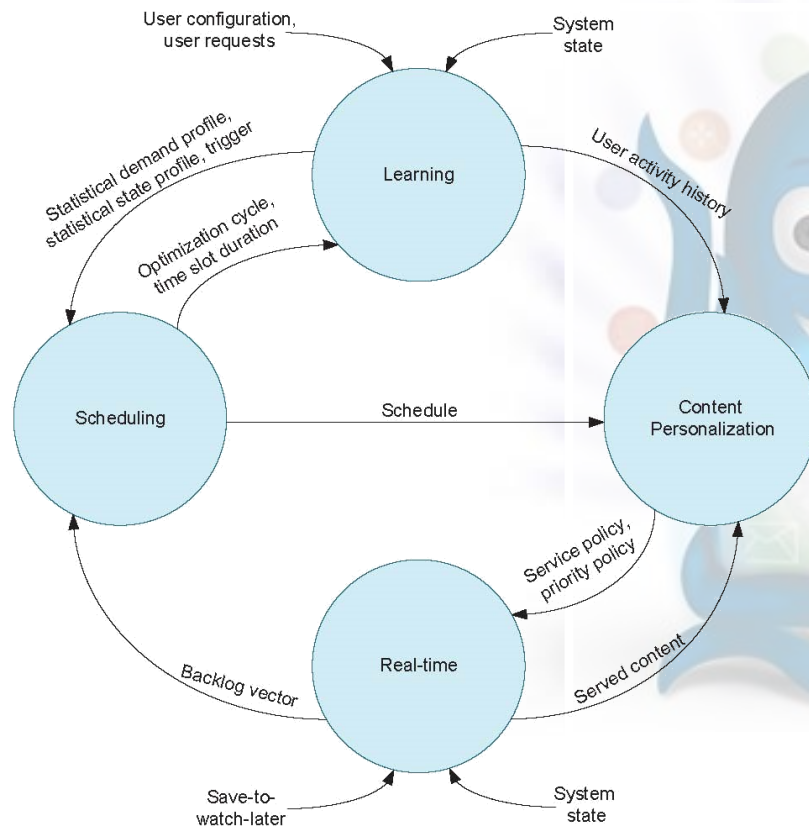


Traffic Routing (VPN architecture)

- DNS architecture for logging and injection (serving)
 - Over-the-top solution to monitor traffic
 - Identifying content usage on the device
 - DNS reduces traffic requirements on VPN
 - Sampling based approach
- Possibility of adding compression



Scheduling Module Architecture

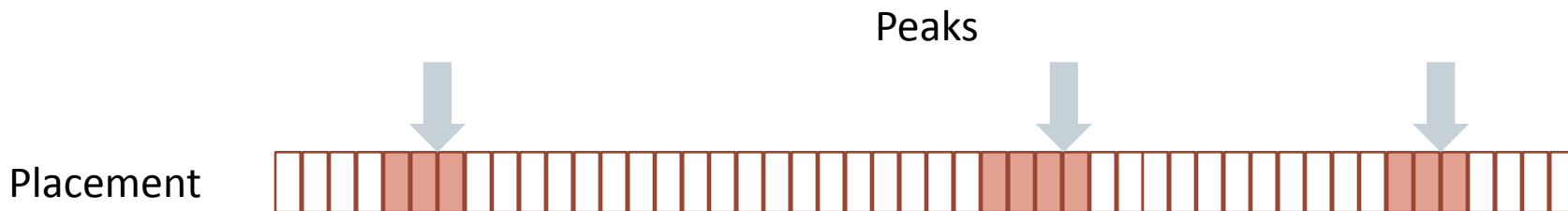


- # Dashbaord

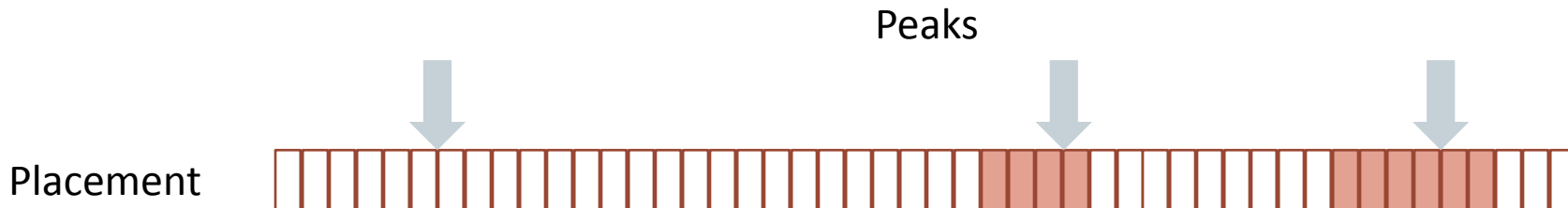


Content Placement: Graph Matching

- Placement of 10 Videos (No Constraints)



- Placement of 10 Videos (Constraints: Congestion 3-6)



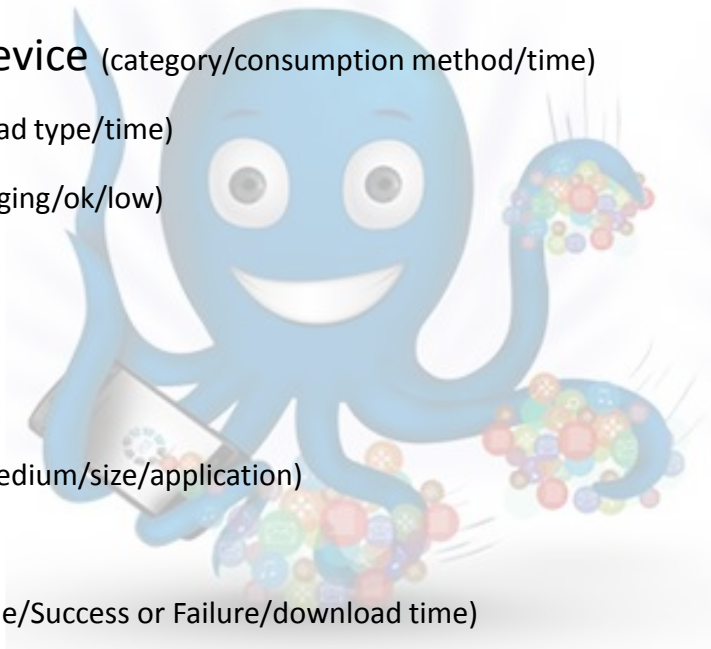
Cache: Client Side

- Logging
- Real Time Module
- Content Management
 - Personalized Memory Management
 - Personalized Battery Management



User Logging

- Content Logging:
 - VPN architecture: consumed content on device (category/consumption method/time)
 - Downloaded content (category/connectivity/download type/time)
- Battery Logging: Battery State change (charging/discharging/ok/low)
- Connectivity Logging:
 - Wi-Fi Connectivity (time/duration/speed)
 - Mobile Data (time/duration/speed)
- Data Usage Logging: Volume of Data utilized (time/medium/size/application)
- Schedule Result Logging:
 - Schedule items (category/medium/count/scheduled time/Success or Failure/download time)
- UI Event Logging: App activity (Screen access/ viewing/content)



Real Time Module

- Light weight design (executes symbolic schedule)
- Adjusts to dynamic real time changes
- Push-Pull architecture
- Accommodates different QoS requirements
- Smart venue solution
 - Optimized based on a check-in architecture
 - Opportunistic fetching with a back-up mechanism
 - Accommodate multicast and white space technologies.



Personalized Memory Management

- Manages memory on client through
 - Maintain memory utilization on device
 - Prioritizing content elements for retention
 - Optimizing cost/benefit of removing/retaining content elements
- Long term trends identified by the cloud
- Optimized based on real time logs (UI logs, number of views, pinning, etc...)



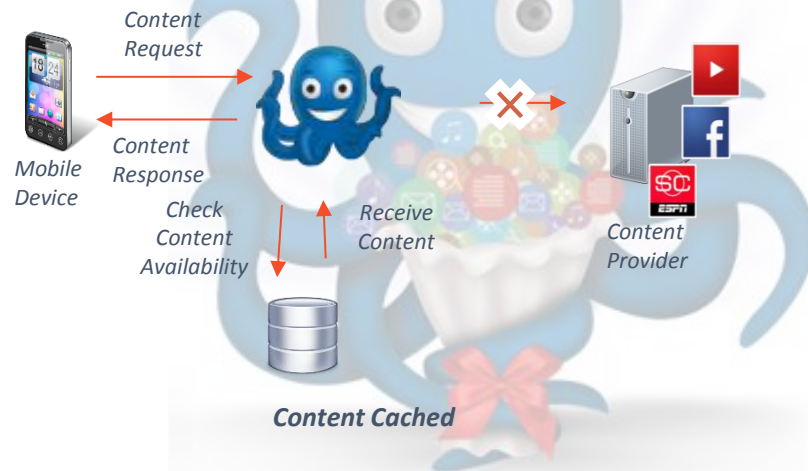
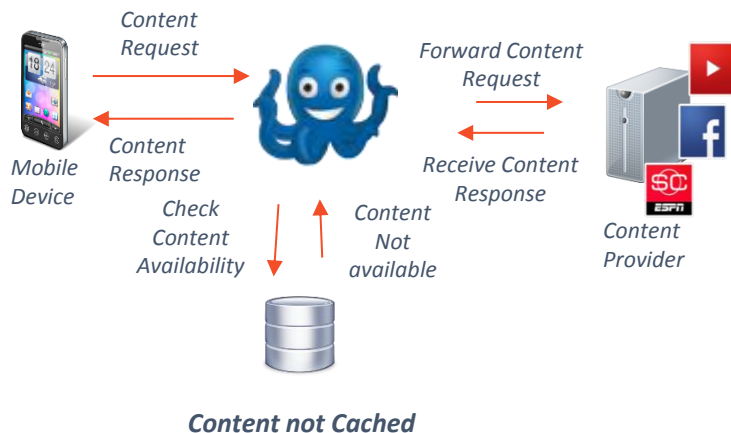
Personalized Battery Management

- Manages battery on client through
 - Maintain battery thresholds on device
 - Protects against unnecessary drainage of battery
- Accommodates different QoS
- Optimized based on caching history
- Optimized based on connectivity patterns



Serve: Client Side

- Content Consumption
 - Offline consumption
 - Packet injection for cached content from native apps



- Social/interactive UI (roadmap)

PAUL the App

- ✓ Intelligent management of data plan
- ✓ Saves bandwidth
- ✓ Offline content consumption
- ✓ Personalized content
- ✓ Elegant UI
- ✓ Enables delay free multimedia experience
- ✓ ***No modifications to existing applications – enjoy saved content within native apps at no data cost***



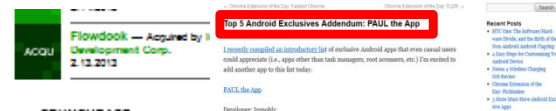
JAY DONOVAN
February 12th, 2013

An App Called PAUL Predicts The Videos You Want



With tablets and smartphones consuming more and more video content, a new app for Android simply called "PAUL" aims to ease that ever-increasing network strain by using a predictive cache/download algorithm.

Similar to peak-shaving in electrical grid, video consumption habits and download whenever you're logged into a WiFi...



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Video Now technology: Second Screen



A personalized experience in the vast content of soccer, through inter-linking news, highlights, live updates, and delay-free viewing launched as a global application

Feb 5th, 2013: Launched

Jan 30th, 2013: 400K+ downloads

Captured top spot in many individual markets

Recommended by NYTimes Soccer Blog

Sessions: 9M+

Screen Views: 40M+



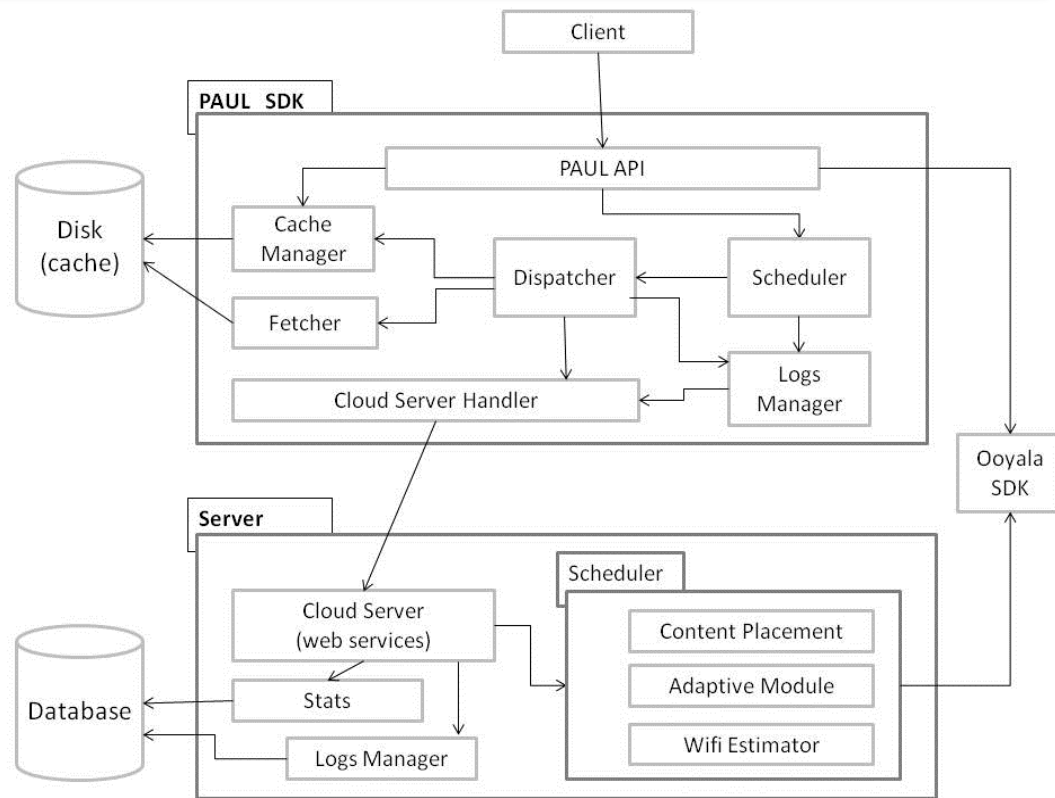
Brutus Now provides the OSU Buckeyes Fan with a unique Game Day experience, at the stadium, tailgating or watching the game live on TV.

Nov 2nd, 2013: Beta Launch.

* In partnership with the **OSU Athletics Department**

Video Now SDK

- Light weight client side
- Optimized Cloud processing
- Offloading traffic
- Monetizing spare capacity
- Content providers and mobile carriers interfaces



- Allow for better understand of individual users or segments of users

- Hit ratio per segment
- Average savings per segment
- Usage Patterns
- Battery Patterns
- Content Consumption patterns
- Wi-Fi presence

Hit Ratio



Savings



Usage



Battery



Consumption

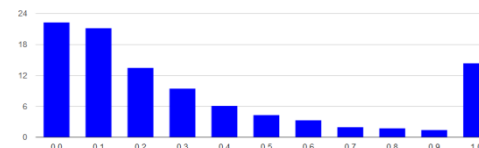
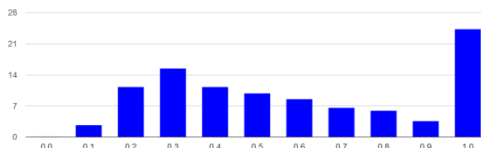
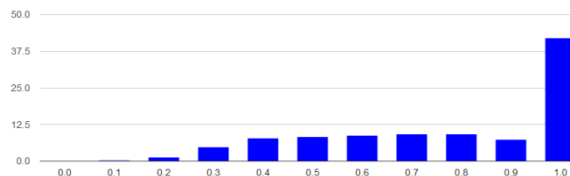
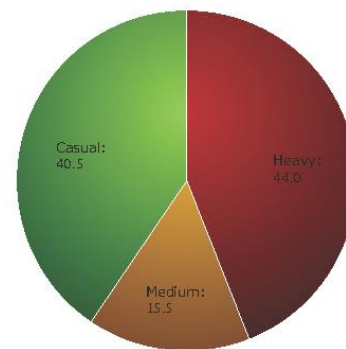
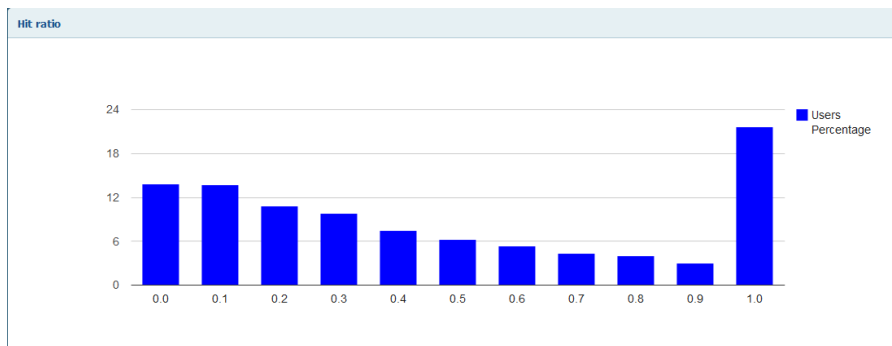


Wi-Fi



Analytics: Some Insights

- Heavy users=44% (Consuming more than 10 videos/day)



Hit Ratio



Usage



Savings



Battery



Consumption

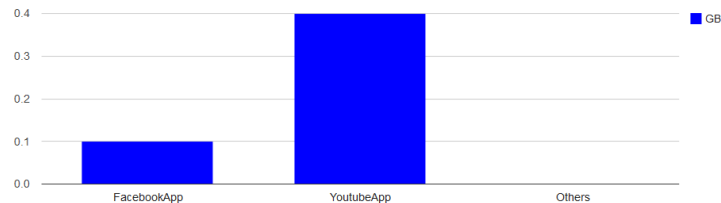
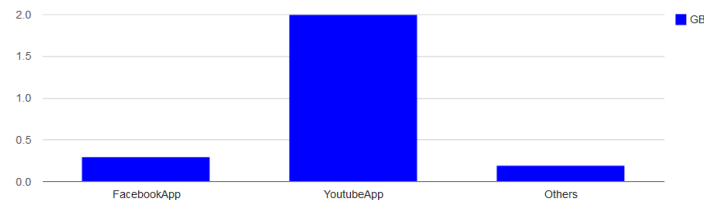
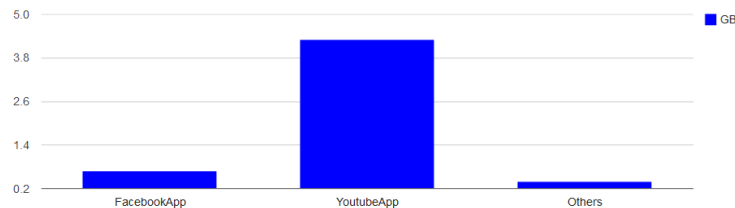


Wi-Fi



Analytics: Some Insights

- Average savings of > 2GB/month



Hit Ratio



Usage



Savings



Battery



Consumption



Wi-Fi



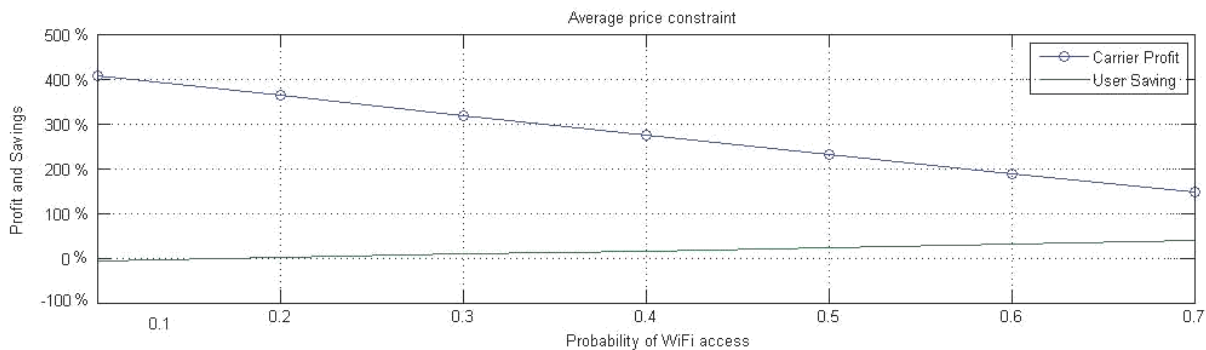
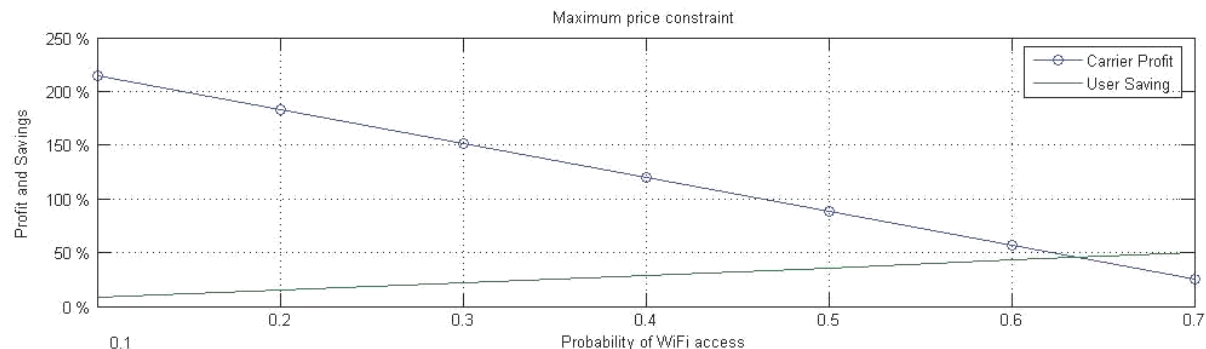
Content Provider and Carrier Interface

- Profile based content pushing
 - Profile defined by user preferences/information/behavior
- Dynamic pricing optimization
 - Identify the appropriate method/time for delivery of content
- Video ads caching and association
 - Preload video ads based on profile
 - Match ads to content

Dashboard



Dynamic Pricing: Win-Win Scenario



Intellectual Property and Copyright

- Joint optimization of the prediction, caching and suggestion/recommendation algorithms
 - Distributed non-intrusive implementation on mobile networks
 - Cloud based architecture,
 - Network management layer instantiation for operator integration

- **3 Key patent** filed Sept 2010-2012,
 - Independent Ohio State Lawyer search validates novelty of patent
 - Inmobly has exclusive rights to license the patent
 - Future patents planned in 2014/2015

- **Trademark agreement** with OSU since 2013

Business Model

Revenue Models



Revenue
Share w/
Content
Providers

Guaranteed QoS
Captive Audience



End User
Premium
Subscription

Offline Capabilities
Data Saving



Licensing to
Carriers

Offload Traffic
Expand Capacity

Validated data point: 2GB /month/user saving @ \$10/GB

Customers

- Trial deployments with Sprint-Virgin Mobile and Ooyala underway
- Licensed our technology to Wikibuli
- Partnership deal with OSU for our Buckeye Now app
- Partnership deal with Vodafone Emerging Markets in final stages
- Advanced discussions with various carriers (e.g., Verizon, TelCel), MVNOs (Kajeet, Scratch Wireless), and CDN for trial deployments and licensing our technology.

Management Team

Senior Management



Dr. Hesham El Gamal – CEO

- Professor at OSU and IEEE Fellow.
- 150+ published papers, 15 patents, \$2MM+ Funding
- Industrial experience with Alcatel-Lucent, Hughes, Inter-digital



Dr. Nayer Wanas – CTO

- Machine Learning expert with 50+ publications and 4 patents
- Former Microsoft Researcher
- Led several successful development teams



Scott W. Gatchall – SVP Corporate Development

- 23yr executive of the wireless telecom industry.
- Former Distinguished Member of Technical Staff, Motorola Mobility
- Architect of world's first digital cellphone & smartphone.

Board of Directors

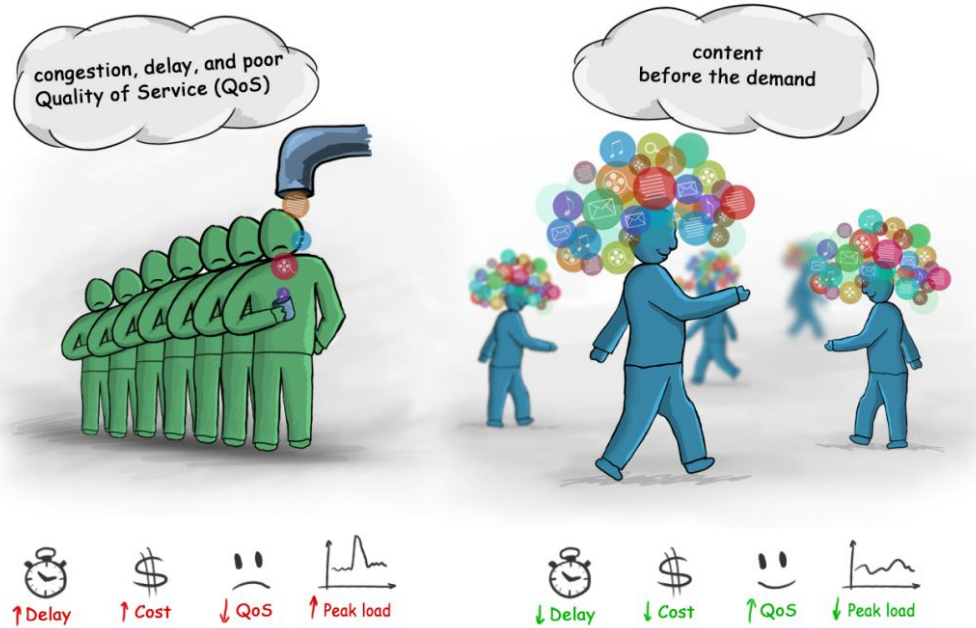
- Dr. Hesham El Gamal, CEO inmobly
- Dr. Nayer Wanas. CTO inmobly
- Ryan Helon, SVP TechColumbus
- Bob Fisher, CEO Fisher Advisors
- Ayaz UIHaque, Exalt Capital Partners

Strategic Advisors

- Ayaz UI Haque
- Alan Morse,
- Mohamed Atallah

Corporate Partners





THANK YOU

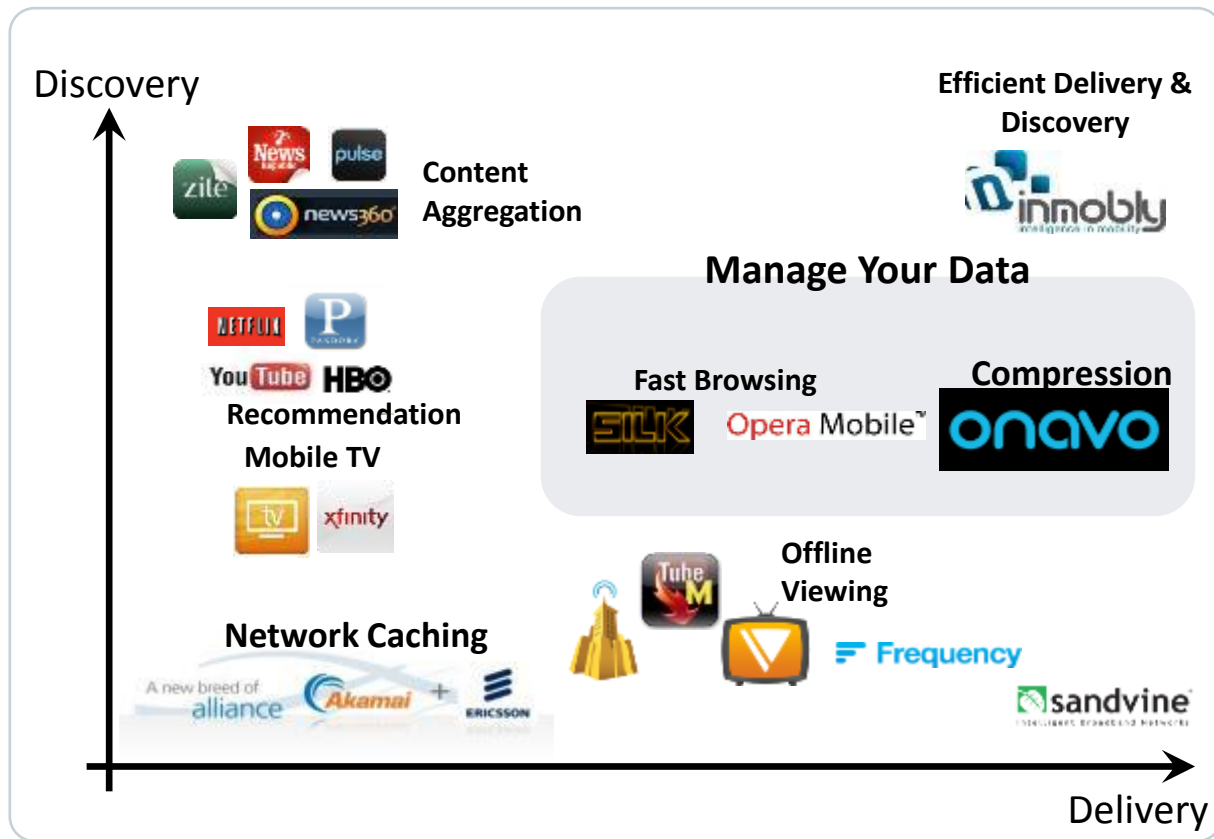
Hesham El Gamal

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+1 (614) 266-3112



Video Now: Solving Two Problems Simultaneously



The Network in Mind



- Caching the last mile,
- Consumer focus,
- New and future content

Device Awareness



- Device centric and aware
- Intelligent scheduling
- Smart off-loading

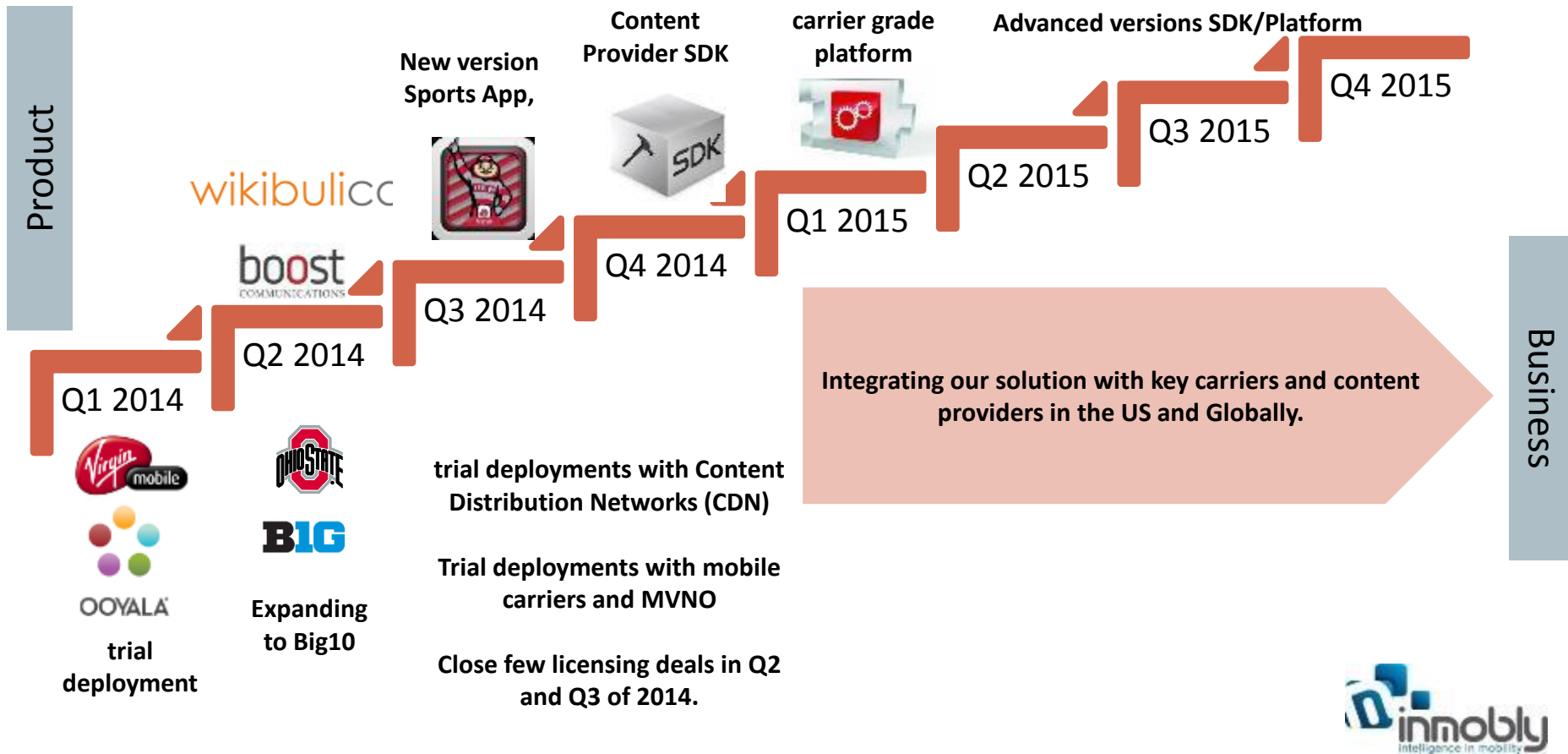
Data Awareness



- Predictive opportunistic delivery
- Decongests the network
- Compression potential add-on



Technology/Product pipeline



Market Size



- Personalized content
- Offline capabilities

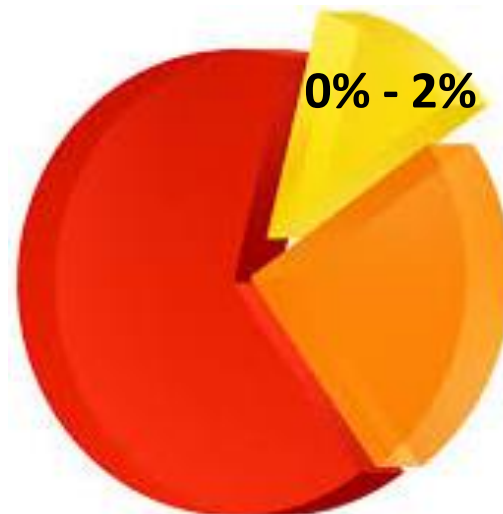


- Traffic offloaded to WiFi
- Monetize spare non-peak BW and cheap-infrastructure
- **Over-The-Top** video service



- Delay free video
- Cost conscious loading
- **More efficient than throttling**

Total Market: 150B



Addressable Market: 30B

Financial Projections

Revenue (USD '000s)	2014/2015	2015/2016	2016/2017	2017/2018
Total Revenue	1,278	4,715	21,487	38,439
Total Fixed + Variable (Sales) cost	1,949	5,949	7,364	8,736
Salaries	1,384	4,471	5,439	6,395
EBIT	-671	-1,234	14,122	29,704
% of Revenue	-53	-26	66	77
Total Staff	30	50	75	100

- Raised \$1.4M
- Generated 20K Revenue 2013
- Burn Rate 60K/Month